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University of Muhammadiyah Jakarta



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# IDENTIFYING THE OPPORTUNITIES FOR DEVELOPING SUSTAINABLE TOURISM BASED ON COMMUNITY TOURISM AWARENESS AND SOCIAL ENTREPRENEURSHIP INTENTIONS

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## Abstract

*The research aims to find out (1) the tourism awareness of local residents (2) the social entrepreneurship intentions of local residents; (3) the opportunity of developing sustainable tourism. The research was conducted at Sendangagung Village, Minggir, Sleman, Yogyakarta Special Territory. The population of the research is the whole community of the village. The research employed as many as 102 respondents as the sample taken by probability sampling technique. The data of the research are obtained through observation, interview, questionnaires and library study. Then, descriptive qualitative method was employed to analyze the data and to formulate the opportunities of developing sustainable tourism at Sendangagung Village. The research found that respondents showed significantly high tourism awareness. On the other hand, there was a slight doubt on the marketing strategy, whether or not the village had formulated the proper marketing strategy for the tourism activities in the village. As for the social entrepreneurship intention, the research found that the village community showed a positive response to the activities intended for social welfare. However, they were not sure whether they could be able to take part on such activities due to the lack of capacity in doing so. The research ended up with suggestions about the opportunities of developing sustainable tourism, the marketing strategy as well as capacity building programs for community of the village to support the development of the sustainable tourism.*

**Keywords:** *Tourism Awareness, Social Entrepreneurship Intentions, Sustainable Tourism.*

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## INTRODUCTION

For the last few years, tourism sector has been in the 4<sup>th</sup> or 5<sup>th</sup> place in contributing national income for Indonesia. Unlike the other sectors that declined because of being unrenewable resources, tourism sector did make an increase. No wonder that this sector is predicted to exceed the other sectors in 2019 in terms of its contribution to national income of the country. Therefore, the ministry of tourism of Indonesia determined that tourism sector is one the five reliable sectors for the country.

The Indonesian Minister of Tourism, Arif Yahya, spoke in his speech celebrating World Tourism Day and National Tourism Day in September 27, 2015 that tourism development is one part of intergrated national development. Therefore, tourism development in Indonesia become one part of Indonesian goal as written in the second and fourth part of the Opening of Indonesia Basic Principles 1945. (<http://www.kemenpar.go.id/asp/detil.asp?c=101&id=1069> accessed 29 April 2016). Therefore, the national tourism development should be based on three notions: (1) Culture-based tourism: the tourism activities in Indonesia should be in line with moral values of Indonesia and based on religious, cultural and traditional values of Indonesia; (2) Community-based tourism: the tourism development goals are achieving welfare the local community through empowerment and proportionate ownership to obtain social benefit for the community; (3) Environment-based tourism: the tourism development should overlook the environment conservation for the sake of the next generation in the future. Those values refer to what is called by sustainable tourism development. Tourism development is believed not only to have significant contribution to the country, but also bring direct and indirect multiplier effects to various development sectors in Indonesia. The Ministry of Tourism and Culture defined that the national tourism developmet should be based on four-track

strategy namely pro-poor, pro-growth, pro-job and pro-environment. This strategy is in line with three notions of national tourism development as mentioned above.

Therefore, the government gives opportunities for the community to get involve in national tourism development especially in their own region. The regional government should explore then develop the local potential to boost the national tourism development. Indonesia has a big opportunity in doing so since it has abundance of beauty in culture, landscape, and historical inheritance as well as comfortable tropical climate.

Rural areas have unique attraction as tourism destination not only because of the beauty of the landscape but also the exotic daily life of the rural society. These appeals earn positive response especially from foreign tourists. The warmth and acceptance from the rural society become a kind of tourism attraction of a certain region since it makes a tourist get involve in rural daily routines that maybe he or she can not find it in home country. This is a unique and memorable experience for the tourist since nowadays there is a growing tendency that tourist gives more valuable appreciation to tourism activities that enable them to interact with the local people intensively. On the other hand, the tourism activity give comprehensive multiplier effect to the economy of the rural areas through supply-chain activities. These activities will finally open more job opportunities in the rural areas. Having comprehensive knowledge on the local potential, therefore, is an important start to develop tourism attraction in the rural areas.

One thing that is important in tourism development is the human factor. This factor is the determiner whether the tourism potentials in certain region is well-managed and therefore can be beneficial for everybody or not. The tourism development of a rural area badly need creative ideas and entrepreneurial spirit from the whole community of the area. Especially when the demand of diversified and qualified tourism products are increasing. In situation where the demand of tourism products are well-segmented, the perfect combination between entrepreneurial spirit and initiatives to develop rural tourism is very likely to increase local economy and creates job opportunities. (Jurdana et. Al, 2015). A good understanding about entrepreneurial spirits in the context of rural tourism is the main driving factors in the rural development economy because it is closely related to the growth, innovation and the transformation of the rural area itself. Therefore, rural tourism development is the important factor in the context of rural development in general (Nermischi and Craciun, 2006).

Sendangagung Village is located in Minggir, District of Sleman, Yogyakarta Special Territory. Geographically, Sendangagung is located in the western part of Sleman District, exactly next to the neighboring district, Kulon Progo. The main economic activity in this region is farming. The farming sector shows a good performance so that the regional government of Sleman District relies of this region to provide the food reserve for the whole province. On the other hand, the construction of the new international airport has just begun. The new international airport in the province is located in the District of Kulon Progo. It means that it will be very close to Sendangagung, since the village is in the western border of the district.

Having new international airport in Kulon Progo district means a double sword for Sendangagung. In one hand, it provides a big opportunity for Sendangagung since it is located not far from each other. On the other hand, it can possibly be a threat for Sendangagung since the new airport will accelerate the growth of the region and it will endanger the farming sector in Sendangagung and other surroundings areas.

Playing such an important role as the food reserve of the whole province, the government should define a good policy to accommodate both the effect of the new international airport in Kulon Progo and the important role as food reserve for the whole province. Tourism sector seems to be the appropriate sector to choose as a means of developing the region because this sector can accommodate both of the growth of the area due to the development of the new international airport and the conservation of western part of the Sleman District.

Therefore, the research intends to find out the tourism potentials of Sendangagung, the community tourism awareness as well as the social entrepreneurial spirits of the local people to create

chances to develop sustainable tourism development in the area. The writer believe that if we do something based on the spirit of social entrepreneurship; proactive, innovative and risk taker for the whole community, we will be able to identify the unique local potensials of the region that finally will be arranged through tourism products.

## **Literature Review**

### **Sustainable Tourism**

Tourism activity is an activity that is closely related to the nature. As a result, this activity may bring both positive and negative impact to the nature itself. Efforts to conserve nature amidst the rapid development of tourism activities in a certain region become imperative nowadays. The big challenge is how to increase the positive impact of tourism in one hand, and minimize, or even get rid of, the negative impact on the other hand.

World Tourism Organization (WTO) defines sustainable tourism as a tourism activity that tries to fulfill both the need of the tourist and the need of host by extending opportunities for developing at present and in the future. The definition implies that there is a systematic efforts to employ the resources in such a way that it fulfills the economic, social and aesthetic needs as well as maintains the culture, important ecological processes and environmental carrying capacity (Zakhu et al, 2009).

Sustainable tourism development is conducted using three principles: environmental protection, social responsibility and economic health. Therefore, it can be concluded that the activities of sustainable tourism should have positive impact economically, socially, culturally and ethically. Dewi (2011:16) explains that the characteristics and goals of sustainable tourism are as the followings.

1. The advance of economy including competitiveness and long term progress in tourism business sector as well as business opportunities qualified business opportunity, remuneration dan healthy workplace for everybody.
2. Social capital and cohesion, where the tourism development provide results in the increase of local people's the quality of life and involvement in planning and managing the tourism development in their areas..
3. Environment and culture conservation, the reduction of pollution as well as the global and local environmental degradation, and the conservation of biodiversity. Also, tourism maintains and enriches the variety and uniqueness of culture.

Those characteristics are in line with the principles of tourism development in Indonesia which is based on social culture, community based and having orientation of nature conservation.

### **Community Tourism Awareness**

By tourism awareness, the research means the understanding of a community about the importance of tourism sector for their life so that they willingly take part in many aspects to contribute to the development of the tourism itself. Even Attaallah (2014) says that tourism awareness is the backbone of tourism growth. Tourism is multisector product. Various parties are involved in the activity. Since the product is primarily service in nature, the experience of this product is produced through intense collaboration of the stakeholders. One of them is the community where a tourism product is offered.

Bzazaw as quoted by Attaallah (2014) mentions the importance of tourism awareness towards the development of tourism as the followings;

- a. Increasing the quality of tourism products like tourist accommodation in a tourism attraction
- b. Encouraging tourism investment
- c. Developing the tourism human resources
- d. Increasing opportunities for local people to involve in tourism sector

Futhermore, Lithoko and Potgieter (2016) mention about the the components of tourism awareness, namely community attitude, perceived effects, community attachment and perceived benefit. The components lead to the level of tourism awareness of a community.

### Social Entrepreneurship Intentions

Studies of social entrepreneurship is gradually increasing the last decade. Social entrepreneurship involves various domain, such as education, environment, public health and human rights. Social entrepreneurship is believe to have a significant impact on human development.

Studies of social entrepreneurship in Indonesia actually began long time ago. The history of Indonesia economy shows that social entrepreneurship reveals the soul of Indonesian. It can be seen from the notion of people economy initiated by Mohammad Hatta, one of the Indonesian founding fathers (Nugraha in Kurniawan, 2014)

The significant impact of social entrepreneurship results in the other studies trying to find out the factors that play important role in boosting the social entrepreneurship spirits of an individual or a community. It is called social entrepreneurship intentions.

Intention is a form of planned behavior. Social entrepreneurship intention is a plan to do some activities which has benefit socially to the community. Social entrepreneurship intention is the driving force to do social entrepreneurial activities. Therefore, it is important for a decision maker to understand the process of initiating social entrepreneurship before defining a certain policy related to social entrepreneurial activities in a certain community.

In behavioral psychology, intentions can be predicted from attitude. Therefore, social entrepreneurship intentions can be predicted from attitude. There are so many theories about social entrepreneurship. The theory that is mostly adopted is the one introduced by Ajzen. There are three predictors of social entrepreneurship as explained by Tiwari et al. (2017):

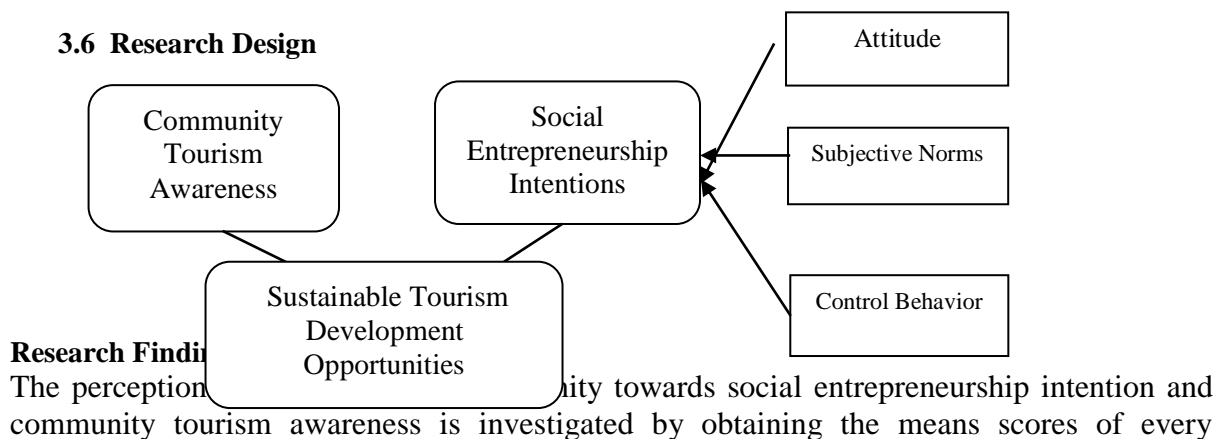
- 1) Attitude towards social entrepreneurship, this explains how much somebody likes or dislikes social entrepreneurship activities;
- 2) Subjective norms, this explains how big a pressure a person has to face and the motivation in facing the pressure
- 3) Control behavior, this explains somebody's perception about the level of difficulty in doing entrepreneurship activities.

Empirical studies find a close relation between attitude and intention, in which the more positive somebody's attitude towards social entrepreneurship intentions, the more likely he or she will do social entrepreneurship activities.

### RESEARCH METHODOLOGY

This is a descriptive qualitative research using case study approach. The research starts with literature study, observation, interview, data collection and focus grup discussion The population of the research is the whole community of Sendangagung village, Minggir, Sleman, Yogyakarta. The sample of the research is 102 people from 15 padukuhan. The sample is taken using probability sampling.

#### 3.6 Research Design





statement written in the questionnaires. The mean will be categorized based on the interval it belongs to. The intervals are the followings.

$$\text{Interval length} = \frac{5 - 1}{5} = 0.8$$

The mean scores are interpreted as the followings.

Tabel 1. Descriptive interpretation of Variables

Mean Scores	Community Tourism Awareness	Attitude	Subjective Norms	Control Behaviour	Social Entrepreneurship Intentions
1,00 – 1,79	Very Low	Very Bad	Very Bad	Very Bad	Very Low
1,80 – 2,59	Low	Bad	Bad	Bad	Low
2,60 – 3,39	Moderate	Neutral	Neutral	Neutral	Moderate
3,40 – 4,19	High	Good	Good	Good	High
4,20 – 5,00	Very High	Very Good	Very Good	Very Good	Very High

#### Community Tourism Awareness

As mentioned above, there are four components of tourism awareness operationalized in the research. Those are the attitude, perceived effects, community attachment and perceived benefit. The following table shows the mean score of the community tourism awareness components.

Table 2. Mean Score of Tourism Awareness

No	Statement	Item Mean Score	Components Mean Score
1	Awareness of the tourism attraction	4,20	4,32
2	Involvement of the community	4,36	
3	Community support in tourism	4,41	
4	Benefit of tourism in economy	4,23	4,23
5	Positive attitude of the community	4,18	
6	The need of capacity building	4,37	
7	The importance of awareness.	4,16	
8	The marketing strategy	3,26	3,84
9	Information accessibility	3,56	
10	Information in social media	3,87	
11	Tourism activities in the village	4,25	
12	Tourism facility and infrastructure	4,29	
13	Positive image of the village	4,00	
14	Tourism products and servqual	3,66	4,31
15	Community supports	4,33	
16	Stakeholder's commitment	4,27	
17	Tourism role for development	4,21	
18	Public-private partnership	4,44	

The research found that on average, the components of community tourism awareness are in high level. The lowest component mean score is the components regarding the community attachment towards the tourism activity in the region. One indicator within this componen that is in moderate level and happens to be the one with the lowest mean score. The indicator describes about the marketing strategy conducted in the region. This shows that the community has low attachment to the efforts to develop their region to be a tourism attraction although they are aware of condition required to develop tourism and the benefit they might obtain from the tourism development in their region.

### **Community perception toward social entrepreneurship intentions**

Social entrepreneurship intentions in this research is investigated based on the the theory of planned behavior. The theory is believed that somebody's intentions to do social entrepreneurship activities can be predicted from three dimensions namely attitude, subjective norms and control behavior. The mean scores of each statement are the followings.

Table 3 . Mean Score of Social Entrepreneurship Intention

No	Statement	Item Mean Score	Dimension Mean Score
1	The importance of Soc. Entre.	4,45	4,06
2	Involvement in Soc. Entre.	4,07	
3	Positive impact on self image	3,66	
4	Benefit of Soc. Entre. (1)	4,02	3,83
5	Benefit of Soc. Entre (2)	3,41	
6	Family support in Soc. Entre.	4,02	
7	Level of involvement in Soc. Entre.	3,87	3,55
8	Ability in Soc. Entre (1)	3,44	
9	Ability in Soc. Entre. (2)	3,66	
10	Feeling when involved in soc.entre	4,02	3,62
11	Proceed in doing Soc. Entre,	3,13	
12	Soc. Entre. Intentions (1)	3,8	
13	Soc. Entre. Intentions (2)	3,5	3,62
14	Soc. Entre. Intentions (3)	3,5	

The research found that in general the community has good perception on social entrepreneurship activities because the community believes that it has positive impact on the social life of the community. The social entrepreneurship intention is fairly high. The lowest mean score is about the community perception towards the difficulty of conducting social entrepreneurship activities. Although it is still within fairly good range, the finding shows the obstacles of conducting social enterepreneurship activities in the region.

### **CONCLUSION AND RECOMMENDATION**

Despite the abundance of beautiful landscape and exotic local culture, the community of the Sendangagung is not very much aware of the local potential that their region has. This results in the moderately low attachment to the efforts directed to development their region to be a tourism attraction. They believe that their region needs collective action to optimize the benefit of the local potential but they are not sure whether they have the ability to do so.

Considering that tourism is multi sectors, its development should be designed by involving the stakeholders and the program should be integrated. Integrated tourism

development in the micro level of Sendangagung involves at least four domains namely destination, marketing, institution building, and human resources.

In line with the research findings, the priority should be placed on institution building and human resources because these two domains are the catalysts for the other two to proceed. Institution building will facilitate the development of tourism activities because the region need a group of people who will manage the tourism products offered to the visitor. Relying on very much on the farmers to be the host to the visitor is considered unwise because it will become the burden for the farmers themselves. This policy is closely-related to human resources aspects. Capacity building in many areas especially in organization management and hospitality skills is imperative for Sendangagung to overcome the inferiority feeling of the community in managing the tourism development in their region.

The other two domains, the destination and marketing program, will be much easier to proceed when the first two priority are going well. Developing destination and conducting marketing program badly need an institution acting as conductor in planning, managing and evaluating all of the activities. Since in developing destination requires intense community involvement, the marketing program is not only intended to the would-be visitors (external marketing) but also to the community of Sendangagung itself (internal marketing).

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